

Tourism Board Meeting
August 11, 2005
City Hall Board Room

Board Members Present: Jimmy Farlow, Lawrence McFall, Wayne Oakes, Sarah Latham, Tim Mantooth, Dale Castiglione and Anil Patel

Board Members Absent: Laurie Moran and Phil Mays

Others in attendance: Sonya Wolen, Sandra Taylor, Darlene Ryland, Karen Gasser, John Gilstrap, Tish Lindsey, Rosalee Maxwell and Julie Allen

In Phil Mays absence, the Vice-Chair Lawrence McFall called the meeting to order.

Jimmy Farlow moved to approve the minutes of the July meeting and Wayne Oakes seconded. The motion carried.

Committee Reports:

Communications Committee: The first issue of Destination: Danville is out in the public and is getting great reviews. Cyndee Perdue Moore did an excellent job getting the publication to press and many DRHTA members supported the publication with advertising. Danville Register & Bee started the weekend distribution of complimentary newspapers to hotel guests. Advertisers in the Tourism “wrap” cover the cost of the papers for the guests. The Tourism Division bought both ads on the front of the wrap to advertise the Community Market and the Danville Harvest Jubilee Concert Series.

Historical Committee: Final revisions are being made for the following brochures: The Crossing, Grove Street Cemetery and the Self-Guided Tour of Civil War Sites.

Hotel & Attraction Committee: Notes from the committee’s May – August meetings were distributed. The West Piedmont Trails Symposium will be held on October 28 at the Institute Conference Center. As soon as the funding is approved, VTC is going to add a Product Development Specialist in Southside. Rail Days will be a community event with participation by the Danville Science Museum, Danville Museum of Fine Arts & History and the AAF Tank Museum plus shuttle service between the museums. Sonya Wolen of the Danville Science Center is spearheading the event. The past N-scaler participants from Raleigh, Lynchburg and Richmond are excited by the city’s increased interest and the proposed presence of the mural. The Butterfly Garden is good shape due to donations after the vandalism.

The AAF Tank Museum has a new Korean exhibit with has falling snow, and two mural artists will paint exhibit backdrops. The Headgear of the World exhibit opens on September 1; the museum will celebrate its 25th anniversary in 2006; and the Military Extravaganza and International Radio Controlled Tank Competition will be held April 1 and 2, 2006. The Tank Museum will hold a dedication for the POW MIA stone memorial. Veteran’s Memorial at Dan Daniel is gaining support.

The Holiday Inn Express sold two Air Show packages which included tickets, lodging and meals. The Sleep Inn & Suites has collected a few surveys from their guests.

Restaurant Committee: There is no new report at this time.

Budget Committee: The final adjustments are being made to the FY 2004-2005 budget report.

Old Business –

- Signage update (three separate projects): (1) Check has been sent for Crossing logo signs at Goodyear Blvd off the 29 Expressway. Signs should be up around October 1. (2) Check has been sent for Welcome Center signage on Routes 58 and 29. Virginia Logos will order the construction materials once the check is received. Signs should be installed eight weeks from the date construction materials are received. (3) Historic district signage locations have been submitted. Those being installed on existing tree signs will be done after Public Works traffic painting projects are completed. Waiting on verification of sites for individual signs marking specific historic districts.
- The Committee members will be invited as special guests at the following meetings: September 1 – Communications, October 13 – Historic and November 10 – Restaurant.
- Concert update: The remaining three concerts for 2005 are REO/Kansas (August 20), LONESTAR/Andy Griggs (Sept 16) and Trace Adkins/Gary Allan (Oct 1). Danville Register & Bee provides the concert series ads as their sponsorship. These ads also appear in other Media General newspapers.

New Business –

- Jamestown 2007 committee meeting will be held in October.
- The Welcome Center Gift Shop will be expanded over the coming months.
- Upcoming events: Aug 20 – REO Speedwagon & Kansas concert, Mandolins & Magnolias at Fine Arts & History Museum, Summertime in the City – Downtown Sidewalk Sale; Aug 25-28 – IMAA's Rally of Giants at Airport; Aug 26 - It's 5:00 Somewhere (fundraising event for Historic Murals of Danville); Aug 26-28 – AMA event at VIR; Aug 27 – Southside Scramble Mountain Bike Race; September 2 – United Way Campaign Kick-off at Friday at the Crossing; September 24 – TA-DA (Theater, Art and Downtown Artifacts: fundraising event for Downtown Danville Association), Little Theatre will perform "Same Time Next Year"; GW High School Class of 1955 Reunion is the first weekend in October

Meeting adjourned.

The next Tourism Board meeting will be held on September 1 at 4:00 p.m. in the Comfort Inn and Suites Meeting Room.